Panel on Tourism in the Ojai Valley

Sunday, November 19th • 4:30-6:30PM

1129 Maricopa Highway #156 • Ojai, California 93023

Phone: (805) 231-5974 • Email: ojaichat@gmail.com • Website: www.ojaichat.org
The Ojai Chautauqua is part of a 150-year tradition that has thrived across the United States since the 19th century. The concept of the Chautauqua is to build community by bringing together ideas, entertainment, discussion, and expertise to local family and community gatherings. Former U.S. President Theodore Roosevelt is quoted as saying that the Chautauqua is "The most American thing in America.” Ojai has modernized the Chautauqua tradition by focusing on today’s need to improve civil discourse on controversial subjects, where passions tend to run high. Civil discourse is noticeably absent from many aspects of contemporary life. The result of this failing is not only sad... It is dangerous. Through the Ojai Chautauqua, we hope to develop this essential ability so that together we can affect a positive change that extends far and wide. Visit www.ojaichat.org to view our past panels, to learn about future events, and to contribute to this endeavor.

Ojai Chautauqua Advisory Committee

We sincerely thank our Advisory Committee for helping us to craft questions, gather data, and to produce a balanced panel. Members of the committee include: Misty Hall, Kit Stoltz, Scott Eicher, Tim Dewar, Veronica Cole, Andrew Cantwell, Kimberly McLin, Bill Moses, Bret Bradigan, and Ulrich Brugger.

Ojai Chautauqua Moderator

Tom Krause

Tom Krause is the President of the Ojai Chautauqua Committee. Over the last 35 years, Tom has been an entrepreneur, consultant and frequent author and speaker on topics such as culture change, cognitive bias, leadership development, executive decision-making, behavioral safety, and patient safety. He is currently president of The Agora Foundation, a member of the Board of Visitors and Governors for St. John’s College, and the Board of Directors of Thomas Aquinas College. In 1979 Tom co-founded Behavioral Science Technology (BST) now a global consulting firm acquired in 2012 by DEKRA Insight. Tom has a Ph.D. in Clinical Psychology from the University of California-Irvine, master’s degrees from California State University-Long Beach and St. John’s College of Santa Fe, New Mexico, and a bachelor’s degree from California State University-Long Beach. He is a long-time Ojai resident and non-profit contributor.
Caryn Bosson

In 1996, Caryn Bosson led a year-long community process that yielded the Ojai Valley Youth Master Plan, which became a statewide model for how a community can proactively provide opportunities for young people. The next year she founded the Ojai Valley Youth Foundation. She served as the OYVF’s Executive Director for ten years, and for the past ten years was a staff member at TreePeople, a 45-year-old community forestry organization in Los Angeles. In 2012, as a board member of the Ojai Valley Green Coalition, Caryn helped put on an Ecotourism Forum at Meditation Mount, which involved panelists and community members in exploring ecotourism possibilities for the Ojai Valley. Caryn is now a nonprofit consultant, and a senior faculty member of California Lutheran University’s Center for Nonprofit Leadership. Visit her website at www.carynbosson.com.

Leslie Clark

Leslie Clark is a 4th generation Ojai resident who obtained her Masters in Fine Arts in painting from George Washington University in Washington DC. When she started life as a professional artist she also started traveling — finding inspiration for her paintings from her travels. She went to Africa first in 1994 and in 1996 opened Nomad Gallery in Ojai to showcase her work along with arts and artifacts from Africa and other travels. In 1998 she founded the Nomad Foundation to better the lives of the nomadic people in Niger who had so enriched her own. Today the Nomad Gallery and Foundation are still based at 307 E. Ojai Avenue and she continues her mission to bring economic opportunity, health care and education to nomads and to give those who visit her gallery a virtual visit to Africa and beyond without having to buy a plane ticket.

Johnny Johnston

John F. Johnston, a 45-year resident of Ojai, holds a Master’s Degree in Public Administration from the University of Southern California and has more than forty years of executive management experience in both the public and private sectors. His governmental service includes 32 years as a City Manager, Judicial Administrator, and County Executive Officer. Johnny has managed and advised numerous cities and several counties in California. In conjunction with his work at the Superior Court, he gave seminars on Public Ethics. He also taught Leadership in the graduate school of Public Policy at California Lutheran University. Prior to his retirement, Johnny was CEO of Ventura County, where he successfully resolved public employee labor disputes and eliminated a long-standing structural budget deficit.

Hallie Katz

Hallie Katz is co-owner of HumanArts Gallery, 246 E. Ojai Avenue, with her husband Stan. The gallery of American made fine crafts and furniture represents over 150 artists and has been in the Arcade in Ojai’s main shopping district for 42 years. Through the years Hallie has served on the board of the Ojai Valley Chamber of Commerce, and on the advisory board of the Ojai Visitors Bureau. She was chairperson of the Ojai Village Merchants Committee for 20 years as well, organizing events such as art walks, holiday strolls, and the annual Merchant’s Back Yard Sale. Since 2009 she has designed and published the user-friendly Ojai Village Walking Maps found all over town to guide visitors and residents to over 80 downtown stores and restaurants. Still active in Ojai Village Merchants, Hallie and committee members will be creating an updated version of the map for 2018/19.

Dennis Rice

Dennis has lived in Ojai since 1977, serving as Director of Happy Valley School (now Besant Hill School) until 2004, Director of Education at Laurel Springs School, and Asst. Headmaster for Academics at Villanova until 2014. He is the proud father and step-dad to five children, three of whom still live and work in Ojai. His wife, Meredy, is a school administrator at Oak Grove School, where Dennis serves on the Board. A passion for learning and for how to best teach led him to an M.Ed. at U.C. Berkeley, graduate work at Harvard Graduate School of Education, and an MAE in Educational Leadership from Antioch. He currently serves as the President of the Ojai Valley Defense Fund, but he hopes to convey that the opinions expressed in the panel are entirely his own.
A History of Ojai Tourism

Source: Ojai Valley Museum

NORDHOFF

R. G. Surdam of San Buenaventura laid out a town site in the lower valley in 1873 and promoted the new town far and wide. In 1874, Surdam named his new town, Nordhoff, in honor of Charles Nordhoff, the author of a popular book at the time called, California for Health, Pleasure and Residence. Although Nordhoff did not mention the Ojai Valley in the first edition of his book, he subsequently visited his namesake town and included some glowing comments about our lovely valley in his 1882 revised edition.

The Ojai Valley quickly gained a reputation as a healing place, especially for people with respiratory illnesses. Families from across the country arrived with sickly members to settle here. The discovery of hot springs in the local mountains added to Ojai’s healing mystique.

OJAI

The small town of Nordhoff became a mecca, not only for pioneer families seeking a healthy environment, but also for wealthy Easterners wishing to winter in a warm climate. By 1903, the elite Foothills Hotel had been built on a mountain overlooking the town. At this time, the Foothills was one of the top tourist resorts in Southern California. Here visitors enjoyed dining, music concerts, horseback riding, and hunting and fishing trips into the back country.

One Eastern couple who began wintering at the Foothills Hotel was Edward Drummond Libbey and his wife Florence. They first arrived in 1908. Mr. Libbey, a successful glass manufacturer from Toledo, Ohio, was charmed by the rural beauty of the area and decided to build a home here. Libbey soon became active in civic affairs and proceeded to give the dusty western town a facelift. In 1916, he hired Richard Requa, of the San Diego architectural firm of Mead & Requa, to design a unifying Spanish style village.

Mr. Libbey, now known as our town benefactor, contributed to giving the valley its signature structures, including the Arcade, Pergola, Post Office Tower, The Oaks Hotel, St. Thomas Aquinas Church (now the Ojai Valley Museum), Libbey Park, the Ojai Valley Country Club (now the Ojai Valley Inn & Spa), and the Ojai Library property.

After the facelift was completed in 1917, the town changed its name from Nordhoff to Ojai. Ojai today is known for its artists, educational institutions, rich musical presentations, delicious tangerines, tennis tournaments, spiritual and health offerings, and scenic beauty.

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Oh, Then It’s Done? Marketing effort sees its last day
Published on Tuesday, November 7, 2017
Andra Belknap, Ojai Valley News reporter

The Ojai Visitors Bureau (OVB) closed its doors for good Oct. 31, after the dissolution of the Ojai Tourism Improvement District (OTID). OTID moneys, raised through an assessment on those staying at local hotels, funded the OVB.

OTID was formed by the Ojai City Council in 2012 for a five-year term that ended Oct. 31.

Members of the OTID Advisory Committee appeared before the Ojai City Council in January hoping to renew the assessment district for a 10-year term. A March 28 Council resolution reauthorized the assessment district for a three-year term.

Discussion of an OTID renewal led to a community-wide debate over tourism in Ojai and a citizen-led referendum was able to collect enough signatures to send the question to a city-wide vote.

Then Ojai City Clerk Cynthia Burrell certified to the Council May 23 that the petition received more than the 498 signatures required to trigger the referendum process — 10% of Ojai’s 4,976 registered voters.

The referendum left the Council with two choices: repeal the OTID reauthorization or put the matter on the ballot. The Council voted unanimously June 13 in favor of the repeal. See also: "OTID is dead: City votes not to renew marketing effort" Ojai Valley News, June 15, 2017.

As of Oct. 31, the OVB has vacated its former Blanche Street storefront, maintenance on www.ojaivisitors.com has ceased and OVB’s social media accounts have closed, said Ojai Chamber of Commerce CEO Scott Eicher.
According to the World Tourism Organization (WTO), sustainable tourism is a practice that leads to "management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems."

The WTO defines three objectives of sustainable tourism:

**Environment:** Tourism should ensure an efficient use of environmental elements, with the least possible impact on ecological processes, natural heritage, wildlife and biodiversity.

**Equity:** Tourism must be respectful of socio-cultural elements of the host community, working to maintain cultural rituals, values, mutual understanding, tolerance and cultural heritage sites of the built environment.

**Economy:** Tourism should focus on long-term economic planning, balanced distribution of financial benefits from tourism, from employment to access to economic opportunities, social services and poverty alleviation.

This balanced long-term approach to sustainable tourism is only possible with shared responsibility and participation of all stakeholders, working together with strong political leadership through means of effective communication and consensus building. The process is ongoing and requires continuous monitoring and evaluation and should be consistently aware of the quality of the area’s tourism product, working to enrich tourists’ experience and increase their awareness of sustainability issues and promote and active and responsible role in the destination community (WTO, 2004).
The General Fund's top three revenues are Property Taxes, Sales Taxes and Transient Occupancy Taxes, which generated approximately $5.4 million total revenue, which is 63% of the total General Fund revenues.

The Public Safety expenditures represent 35% of the total General Fund expenditures, while 20% was for Public Works and 26% was for General Government services.
SALES TAX TREND
SALES TAX COMPRISSES APPROXIMATELY 14% OF GENERAL FUND BUDGET

Sales Tax
13 Years

Source: City of Ojai 17-18 Budget Presentation
With the increase in tourism tax revenue, beginning in 2012-2013 the City of Ojai has been able to divert 20% of the Transient Occupancy Tax to its Capital Improvement Projects Fund (Fund 31). This has allowed for increased road repair, paving, and road completion on a multi-year basis.
II. Population

**Population Growth**


- Between 2000 and 2016, the total population of the City of Ojai decreased by 385 to 7,477 in 2016.
- During this 16-year period, the city’s population growth rate of -4.9 percent was lower than the Ventura County rate of 13.7 percent.
- 0.87% of the total population of Ventura County is in the City of Ojai.

**Population by Age**


- Between 2000 and 2016, the age group 55-64 experienced the largest increase in share, growing from 9.4 to 18.1 percent.
- The age group that experienced the greatest decline, by share, was age group 35-54, decreasing from 32.7 to 23.2 percent.
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The age group 55-64 added the most population, with an increase of 581 people between 2000 and 2016.


Source: www.towncharts.com
8.) STRs and School Enrollment

* (STR stands for Short Term Rental)

Source: Ojai Unified School District

Source: www.progressiveventuracounty.com

For 2008 AirBnb launch see TechCrunch, “A Brief History of AirBnb”
https://techcrunch.com/gallery/a-brief-history-of-airbnb/

For complete minutes see OUSD http://www.ojaiusd.org/Parents-Community/OUSD-7-11-Committee

For 2001 to 2015 enrollment data, see “Enrollment Projection Study” Ojai Unified School District, August 12, 2015, p. 5
http://www.ojaiusd.org/Portals/0/Supt/7-11%20committee/OjaiUSD_Enrollment_Revised.pdf.

For 2016 data see Ventura County Star, “Ojai Committee Considers Closing Elementary School”,
Housing Data About Ojai

Sources: LA Almanac and Trulia

Single Family Home Price Trend since 1996
Housing Data About Ojai Continued

Source: So. California Association of Governments’ Regional Council - May 2017

2017 Local Profile

Home Sales Prices

Median Home Sales Price for Existing Homes: 2000 - 2016 (in $ thousands)

- Between 2000 and 2016, the median home sales price of existing homes increased 123 percent from $285,000 to $635,000.

- Median home sales price increased by 49.4 percent between 2010 and 2016.

- In 2016, the median home sales price in the city was $635,000, $115,000 higher than that in the county overall.

- Note: Median home sales price reflects resale of existing homes, which varies due to type of units sold.

- Between 2000 and 2016, the largest single year increase was 36.2 percent.

Cities of Ojai


Source: CoreLogic/DataQuick, 2016
III. Households

Number of Households (Occupied Housing Units)

- Between 2000 and 2016, the total number of households in the City of Ojai decreased by 20 units, or -0.6 percent.
- During this 16-year period, the city’s household growth rate of -0.6 percent was lower than the county growth rate of 12.4 percent.
- 1.1 percent of Ventura County’s total number of households are in the City of Ojai.
- In 2016, the city’s average household size was 2.4, lower than the county average of 3.1.

IV. Housing

Total Housing Production

- Total Permits Issued for all Residential Units: 2000 - 2016
- Permits Issued for all Residential Units per 1,000 Residents: 2000 - 2016

Source: Construction Industry Research Board, 2000 - 2016
Housing Data About Ojai Continued

Source: So. California Association of Governments’ Regional Council - May 2017

Renters and Homeowners


- **2000**: Own 58.4%, Rent 41.7%
- **2010**: Own 55.2%, Rent 44.8%
- **2016**: Own 57.8%, Rent 42.2%


Between 2000 and 2016, homeownership rates decreased and the share of renters increased.

Source: www.rentcafe.com

The average rent for an apartment in Ojai is $1,425, a 4% increase compared to the previous year, when the average rent was $1,375. Studio apartments in Ojai rent for $1,300 a month, while 1-bedroom apartments ask on average $1,425 a month; the average rent for a 2-bedroom apartment is $1,650.

Source: www.trulia.com

Median rental price for rentals in Ojai, CA for October was $3,000, an increase of 15% compared to the same period last year.
3.) STRs and The Local Economy

Accommodations in the City of Ojai and Unincorporated Areas\textsuperscript{11} of Ojai Valley

Total: 2,169 Beds\textsuperscript{12}

\begin{figure}
\centering
\includegraphics[width=\textwidth]{chart.png}
\caption{Pie chart showing distribution of accommodation types in Ojai Valley.}
\end{figure}

**KEY DATA**

\begin{itemize}
\item **Vacation Rentals as % of Total Tourist Beds (Unincorporated Areas + City of Ojai)**.................51.9%
  
  (Unincorporated areas of Ventura Country from Mira Monte to Upper Ojai.
  
  \item **Potential Economic Impact of an STR Ban (Unincorporated Areas + City of Ojai)**.........$13,770,000
  
  (Unincorporated areas of Ventura Country from Mira Monte to Upper Ojai.
\end{itemize}

**Background**

\begin{quote}
“Eight months a year, we have no weekend vacancy.”

- Tom Doody, owner, Hummingbird Inn and Capri
\end{quote}

Though small in number, short-term rentals throughout the Ojai Valley have a large impact on its economy: Ojai's economy depends on tourism.\textsuperscript{13} And given the distance from major metropolitan areas, tourism in Ojai depends on the availability of overnight visitor accommodations. Tourism, in turn, is the major source of employment in Ojai.

Accommodation and food service provided 34 percent of the city’s jobs in 2002.\textsuperscript{14} In 2012, the "leisure" category provided 21 percent (the second largest job sector after education) of Ojai’s employment.\textsuperscript{15}
TOURISM AND HOUSING FACTS

According to a white paper commissioned by the city of Ojai in 2015 [Short-term transient rentals., by Lisa Wise Consulting], there were a total of about 90 properties listed on AirBnB for short-term rentals in the Ojai area in the summer at that time (when it was allowed). About half were for the entire place, and thus possibly could have been rented out long-term by the owners.

<table>
<thead>
<tr>
<th>Type of Rental</th>
<th>No. of Listings</th>
<th>Average Per-Night Rate</th>
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<tr>
<td>Entire Place</td>
<td>44</td>
<td>$417</td>
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<tr>
<td>Private Room</td>
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<td>$110</td>
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<tr>
<td>Shared Room</td>
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<td>$90</td>
</tr>
<tr>
<td>Total</td>
<td>89(^2)</td>
<td>$246</td>
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</tbody>
</table>

\(^1\) Some listings may be near, but not in Ojai’s city limits.

\(^2\) Overlap among rental types may account for inconsistency in the total number of listings.

After a year of debate on the contentious issue of housing and short-term rentals, short-term rentals were banned within city limits in January 2016 by a 5-0 vote of the city council. Although this would seem to increase the potential number of rentable properties for long-term residents, the number of rental properties available in Ojai, according to the real estate site Trulia, is in fact much lower than the number of properties that had been available on the short-term market a year before.

At present, there are 14 properties available for long-term rent in Ojai, only 4 of which could be had for less than $2000 a month. The median cost for rentals in Ojai is $3000 a month, up 15% from last year. [https://www.trulia.com/for_rent/Ojai,CA/](https://www.trulia.com/for_rent/Ojai,CA/)

The estimation of the paper by the consultant was that “Regarding housing supply, the number of dwelling units removed from the long-term market for the short-term market seems at this point to be minimal, but regulation may be needed to curb future imbalances.”
Traffic Data About Ojai

Sources: www.dmv.ca.gov

### Registered Vehicles in the 93022, 93023, 93024 Zip Codes

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<th>Year</th>
<th>Automobiles</th>
<th>Commercial Vehicles</th>
<th>Motorcycles</th>
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<td>18,011</td>
<td>6,060</td>
<td>1,367</td>
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<tr>
<td>2017</td>
<td>18,396</td>
<td>4,534</td>
<td>1,253</td>
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### Traffic Volumes

2011 Traffic Volumes (for all vehicles on CA State Highways)

Return to Census Program or Jump to 2011 | 2012 | 2013 | 2014 | 2015

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<th>Dist</th>
<th>Rte</th>
<th>CO</th>
<th>Post Mile</th>
<th>Description</th>
<th>Back Peak Hour</th>
<th>Back Peak Month</th>
<th>Back AADT</th>
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<td>07</td>
<td>150</td>
<td>VEN 0</td>
<td>SANTA BARBARA/VENTURA COUNTY LINE</td>
<td></td>
<td>260</td>
<td>2600</td>
<td>2750</td>
<td>330</td>
<td>3200</td>
<td>2800</td>
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<td>VEN 11.27</td>
<td>SANTA ANA ROAD</td>
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<td>6600</td>
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</tr>
</tbody>
</table>

AADT = annual average daily traffic

Sources: www.dot.ca.gov/trafficops/census/
Employment Data About Ojai

Source: So. California Association of Governments’ Regional Council - May 2017

2017 Local Profile

Total Jobs

Total Jobs: 2007 - 2015

- Total jobs include wage and salary jobs and jobs held by business owners and self-employed persons. The total job count does not include unpaid volunteers or family workers, and private household workers.

- In 2015, total jobs in the City of Ojai numbered 5,070, a decrease of 19.2 percent from 2007.

Jobs in Retail Trade: 2007 - 2015

- Retail trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliances, building materials, food and beverage, clothing, sporting goods, books, and office supplies.

- Between 2007 and 2015, the number of retail trade jobs in the city decreased by 7 percent.
Average Salaries


- Average salaries for jobs located in the city increased from $26,804 in 2003 to $37,474 in 2015, a 39.8 percent change.

- Note: Dollars are not adjusted for annual inflation.

Average Annual Salary by Sector: 2015 ($ thousands)

- In 2015, the employment sector providing the highest salary per job in the city was Manufacturing ($82,877).

- The Retail sector provided the lowest annual salary per job ($23,255).

Source: California Employment Development Department, 2003 - 2015

Source: California Employment Development Department, 2015
Employment Data About Ojai Continued

**Source:** So. California Association of Governments’ Regional Council - May 2017

2017 Local Profile

Jobs by Sector: 2007

- Agriculture 13.5%
- Construction 3.5%
- Manufacturing 3.1%
- Wholesale 0.9%
- Transportation 0.8%
- Information 0.5%
- Professional 9.5%
- Public 0.6%
- Other 6.6%

- Education 25.7%
- Leisure 19.9%
- Retail 8.3%
- Finance 7.1%

Jobs by Sector: 2015

- Agriculture 10.0%
- Construction 2.5%
- Manufacturing 2.0%
- Wholesale 1.9%
- Transportation 1.1%
- Information 1.3%
- Finance 5.2%
- Professional 8.5%
- Public 0.6%
- Other 2.5%

- Education 27.8%
- Leisure 27.5%
- Retail 9.1%

Agriculture 13.5%
Construction 3.5%
Manufacturing 3.1%
Wholesale 0.9%
Transportation 0.8%
Information 0.5%
Professional 9.5%
Public 0.6%
Other 6.6%

Jobs in Professional and Management: 2007 - 2013

- In 2013, there were 448 professional and management jobs in the city.

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.

Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG
Continuing the Conversation

The Ojai Retreat
160 Besant Road
www.ojairetreat.org

We invite you to continue the conversation by joining us for a reception at The Ojai Retreat, immediately following the panel.

Wine Sponsors:

Majestic Oak Vineyard
Point de Chêne

The Ojai Retreat is hosting additional events in 2018 on this subject:

January — Sustainable tourism in the Ojai Valley
February — Towards the creation of a new Visitors Bureau in Ojai
March — Traffic issues in Ojai
April — Green Cities in the world and what Ojai can learn from them

Visit www.ojairetreat.org to learn more
Chautauqua tickets prices are kept low to encourage maximum participation. Through essential community support, students and teachers attend free of charge, and it is very deeply appreciated. Please give what you can once per year. All supporters will benefit from the difference they make together through the Ojai Chautauqua.

These leaders bring the Chautauqua to the Ojai Valley:

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They hope you will join them.